

IN THE SPOTLIGHT

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# Business High on Recruiter' School

By PHILIP J. MURPHY  
EXECUTIVE FINANCIAL EDITOR

Ivory Tower, Vermont

Dear Mr. Murphy:

I've got the most fool-proof, money-making scheme I've ever thought up. I'm going to start a school to train corporate recruiters. Gone are the days when just anyone could be sent on the college recruiting circuit. In the world of the protest the recruiter is the most valuable and courageous man in industry.

When I went to school the worst thing that could happen to a recruiter, interviewing seniors for jobs, was to be ignored by the student body. Now he hopes to be ignored. The guy who can hit the campus, talk to a half dozen seniors and leave without being scampeded, locked in a closet or a phone booth, offered a drag of marijuana cigarette or given a bad trip, demonstrates the highest executive potential!

Because there is bound to be a huge demand for my special training course for executives, I've already set up the curriculum and hired the instructors. I would sure appreciate it if you'd give the course a little publicity in your paper because my staff payroll is high and I'm going to need to get those \$3000 tuition checks floating in darned soon.

The courses I'm offering are all high powered, concentrated, 16-week courses. All students must live on campus. They must follow the regimen carefully and they must be dedicated to the principle that industry must not retreat from the campus, no matter what.

Everyone rises at 5 A. M. and immediately does his Canadian Air Force exercises. Then he steps into an ice cold shower for three minutes and then it's outside for a five mile run, followed by breakfast.

Instructor for exercise and meals has to be a doctor, naturally, and since the doctor also has to double in as a pace maker for the five-mile run, I've hired Dr. Roger Bannister. I know we're going to be accused of contributing to the braindrain by our British friends, but he did have a choice.

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Promptly at 6:10 the first class begins. This course is called Basic Orientation. It lasts 1½ hours.

It's a high risk and in the great and true tradition of the CIA, aerial photographs and engineering drawings of every campus in the United States (and Canada for those who want to use up their draft eligibility in Canada, but still want to work in the U. S. A. starting at age 40).

I've hired Francis Gary Powers to teach this course. Emphasis will be on the fastest ways to escape in case of an emergency.

The second class is the first half of a two-part course called: Survival. This first part of the course is divided into two eight-week segments. The first is called Defensive Tactics: Karate, and its instructor is Ymoshioma Nanura, advisor to General Tojo, and lately unemployed.

Second half of the course is handled by another unemployed expert. This half, How To Hit 'em Hard Enough to Stun Them But Leave No Marks, is taught by Cassius Clay. (He also handles the spiritual requirements of our students by conducting a one-hour chapel service at noon as Mohammed Ali.)

Other courses and their instructors are: Nothing to Fear But Fear Itself by Nicolai Bulganin; Improving Your Corporate Image by Ralph Nader; Avoid Foreign Entanglements by Henry Ford II; The Pleasant Side of Napalm by Dean Rusk, and How to Win Friends with Personal Warmth by Robert McNamara. I planned to include a course on credibility, but that instructor won't be free until the end of 1968.

We have an interesting gimmick for selecting our honor students, too. Nobody really knows who the best students are until they prove themselves under fire. The way we'll select our magna cum laude's will be on performance.

For instance, the recruiter that gets a student from Berkeley, gets 50 gold seal points. A Harvard trainee delivered to the company personnel officer is worth 30 points (if he is one of those who were reprimanded or put on probation last week, the recruiter gets a special 20 point bonus).

Please send all inquiries direct to my secret address and enclose their credit ratings and top secret government clearance.

Thanks for your help.

Enthusiastically,  
Eureka Jones.

WHDH News features Mr. Murphy's financial comments on radio at 6:35 P. M.

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